

Clear the Air

A Secondhand Smoke Toolkit



Copyright by Stavro

Division for Learning Support: Equity and Advocacy



Elizabeth Burmaster, State Superintendent
Wisconsin Department of Public Instruction
Madison, Wisconsin



Clear the Air

A Secondhand Smoke Toolkit

Division for Learning Support: Equity and Advocacy



Elizabeth Burmaster, State Superintendent
Wisconsin Department of Public Instruction
Madison, Wisconsin

This publication is available from:

Student Services/Prevention and Wellness Team
Wisconsin Department of Public Instruction
125 South Webster Street
P.O. Box 7841
Madison, WI 53707-7841
(608) 266-8960
(800) 441-4563

<http://www.dpi.state.wi.us/dpi/dlsea/sspw/nameofdoc.html>
<http://www.dpi.state.wi.us/dpi/dlsea/sspw/pdf/ctakit03.pdf>

Bulletin # 04045

November 2003

The Wisconsin Department of Public Instruction does not discriminate on the basis of sex, race, religion, age, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or physical, mental, emotional, or learning disability.



Printed on
Recycled Paper

Contents


| | |
|---|-----|
| Foreword..... | v |
| Acknowledgements..... | vii |
| Introduction..... | ix |
| The Basics..... | 1 |
| What Is It?..... | 3 |
| Did You Know?..... | 3 |
| Health Risks..... | 3 |
| Secondhand Smoke as a Youth Prevention Strategy..... | 3 |
| Youth Activities..... | 5 |
| Secondhand Smoke Agree/Disagree Activity..... | 7 |
| Testimony for Healthy Lungs - A NASCO Lesson Plan..... | 8 |
| Toxins and Carcinogens - How Do They Affect You?..... | 17 |
| Secondhand Smoke Rap..... | 18 |
| Youth Advocacy..... | 19 |
| How to Butt In! Teens Take Action Guide..... | 21 |
| Teens as Teachers: Presentation Planning Guide (ANR)..... | 21 |
| Teens Against Tobacco Use (TATU)..... | 21 |
| Youth Advocacy Guide..... | 22 |
| FACT – Fight Against Corporate Tobacco..... | 22 |
| Research and Data..... | 25 |
| General Resources – Curriculum and Other Instructional Materials..... | 29 |
| Learning Modules on Social Norms in Youth Tobacco..... | 31 |
| Matter of Life and Breath..... | 31 |
| Triple T..... | 31 |
| Youth Media Network..... | 32 |
| Get Real About Tobacco..... | 32 |
| Resources for School Tobacco Programs: A Selected List..... | 33 |
| Celebrating Youth Voices..... | 33 |
| Know Smoking..... | 33 |
| Policy..... | 35 |
| SmokeFree Wisconsin..... | 37 |
| School Signage Toolkit..... | 37 |
| Fit, Healthy and Ready to Learn..... | 37 |
| American Lung Association’s Secondhand Smoke PowerPoint..... | 38 |
| Secondhand Smoke Presentation Manual..... | 38 |
| CDC: An Online Toolkit..... | 39 |
| Tobacco Control Resource Center for Wisconsin..... | 41 |
| Free Materials..... | 43 |
| Free Materials for Special Populations..... | 44 |
| Fact Sheets..... | 45 |
| Tobacco Control Resource Center for Wisconsin’s Secondhand Smoke Fact Sheet..... | 47 |
| Association of State and Territorial Health Officials’ Secondhand Smoke and Asthma..... | 48 |
| CDC Environmental Tobacco Smoke Facts..... | 50 |
| Campaign for Tobacco-Free Kids (more fact sheets)..... | 50 |
| Special Population Fact Sheets..... | 50 |
| Websites..... | 51 |
| Tips for DVD Use..... | 60 |

Foreword

As leaders of public education, we are concerned with many aspects of student success. Academic achievement, graduation rates, and test scores are all measures of our effectiveness. Just as significant are behaviors that demonstrate good decision-making abilities and respect for self, family, school, and community. In Wisconsin, we recognize and work toward the equally important issues of closing the achievement gap and providing students with safe and drug-free learning environments that support academic achievement.

Prevention, intervention, and cessation in tobacco use by youth are an important part of the educational experience and essential to the role of schools in assisting children to become caring, contributing, productive, responsible, and healthy individuals. This toolkit is an important resource in making this a reality for Wisconsin youth.

We believe our schools offer a quality pathway for all students to meet the high standards expected in Wisconsin. We at DPI share with parents and schools the commitment to make that belief a promise.

A handwritten signature in black ink that reads "Elizabeth Burmaster". The script is fluid and cursive, with a long, sweeping underline that extends to the right.

Elizabeth Burmaster
State Superintendent

Acknowledgements

The following tobacco control professionals were instrumental in the development of this secondhand smoke toolkit.

Elmira Corpier, Outreach Tobacco Materials Specialist
Wisconsin Clearinghouse for Prevention Resources, Tobacco Control Resource Center for Wisconsin

Diana Ditsch, Comprehensive School Health Director
Division of Public Health, Department of Health and Family Services

Shelly Greller, Alcohol, Tobacco, and Other Drug Abuse Program Consultant
Department of Public Instruction

Jon Hisgen, Consultant, Comprehensive School Health Education
Department of Public Instruction

Nancy Larson, Training and Education Coordinator
SmokeFree Wisconsin

Michelle Mercure, Youth Tobacco Program Specialist
American Lung Association of Wisconsin

Hollie Mumford, Health Communication Specialist, Tobacco Prevention and Control Program
Division of Public Health, Department of Health and Family Services

Emi Narita, Outreach Tobacco Materials Specialist
Wisconsin Clearinghouse for Prevention Resources, Tobacco Control Resource Center for Wisconsin

Eden A. Schafer, MPH
Asthma Program Manager

Jennifer Teasdale, Program Assistant
Department of Public Instruction

Vicki Stauffer, Policy Specialist, Tobacco Prevention and Control Program
Division of Public Health, Department of Health and Family Services

Thanks also to Greg Doyle, Education Information Services director, for reviewing and editing, and Tammy Wylesky, print manager, for coordinated printing.

A special thanks to Stavro Jabra, Editorial Cartoonist, for allowing the use of his work in this document.
www.stavrotoons.com

For questions about the document, contact Shelly Greller at DPI, (608) 267-9244, email:
rachelle.greller@dpi.state.wi.us.

This publication is supported in part by the Tobacco Prevention and Control Program, Wisconsin Division of Public Health, Department of Health and Family Services; Division of Adolescent and School Health, The Centers for Disease Control and Prevention.

Introduction

Given the increased knowledge about the current risks associated with secondhand smoke, clean indoor air has become a major health priority in Wisconsin. Through increased education efforts, numerous state and local laws and policies have been developed to limit or eliminate secondhand smoke by providing smoke-free workplaces, child care centers, as well as public places including restaurants, bars, and schools. Despite these efforts, Americans continue to be exposed to secondhand smoke, and the need to educate and create smoke-free indoor environments continues to be a priority. This resource guide has been developed with this priority in mind. Through a collaborative effort, the Wisconsin Department of Public Instruction; the Wisconsin Department of Health and Family Services, Division of Public Health; the American Lung Association of Wisconsin; and the Tobacco Control Resource Center for Wisconsin developed this toolkit to broaden the scope of secondhand smoke as a health issue. Designed to target middle school and high school youth, these materials were organized to promote knowledge and skills to advocate for a healthy smoke-free environment. This toolkit has been divided into nine main areas:

Basic Facts/Information

Youth Activities

Youth Advocacy

Research/Data

Curriculum and Other Instructional Materials

Policy

Lending Library-Tobacco Control Resource Center for Wisconsin

Fact Sheets

Websites

The information and activities within this toolkit are consistent with the Wisconsin Framework for Comprehensive School Health Programs, that provides guidance for a wide variety of effective school-based health, safety, and youth development programs and initiatives.

The Basics



What Is It?

- Secondhand smoke can also be referred to as environmental tobacco smoke (ETS) as well as passive smoke.
- It is a mixture of side-stream smoke, smoke that is diffused directly from the burning tobacco into the atmosphere, and mainstream smoke which is smoke exhaled directly from the smoker.
- Secondhand smoke contains more than 4,000 substances, over 40 of which are linked to cancer.

Did You Know?

- A non-smoker in a restaurant (typical non-smoking section) for 2 hours inhales the equivalent of 1 ½ cigarettes.
- A non-smoker in an office that allows smoking for 8 hours inhales the equivalent of 6 cigarettes.
- A non-smoker in a pack-a-day smoker's house for 24 hours inhales the equivalent of 3 cigarettes.
- A non-smoker sitting behind a smoker at an outdoor event for 3 hours inhales the equivalent of 1 cigarette.
- A non-smoker in a car with the windows closed for 1 hour inhales the equivalent of 3 cigarettes.
- A non-smoker in a smoky bar for 2 hours inhales the equivalent of 4 cigarettes.



Copyright by Stavro

Hammond, S.K.; Sorenson, G.; Youngstrom, R.; and Ockene, J.; Occupational Exposure to Environmental Tobacco Smoke, JAMA, 1995; 174:956-960

Health Risks

- Americans are exposed to an alarming amount of secondhand smoke at home, the workplace, and in restaurants and bars.
- 43% of children are exposed to secondhand smoke in their own homes.
- According to the Environmental Protection Agency, approximately 3,000 lung cancer deaths each year in the U.S. are attributable to the effects of secondhand smoke (EPA, 1992).
- Secondhand smoke has been estimated to cause about 35,000 deaths per year from heart disease in non-smokers.
- Children exposed to secondhand smoke are approximately 1.4 times more likely to suffer from asthma as non-exposed children.
- Secondhand smoke exposure causes build-up of fluid in the middle ear, resulting in 700,000 to 1.6 million physician office visits.
- Risk of lower respiratory illnesses such as bronchitis and pneumonia is approximately 60% higher in children exposed to secondhand smoke during the first 18 months of life.

Secondhand Smoke as a Youth Prevention Strategy

- Effective clean indoor air (smoke-free) policies result in fewer adults modeling smoking behavior.

- Clean indoor air (smoke-free) policies focus attention where it needs to be focused, on issues of non-smokers' and smokers' health.
- Clean indoor air (smoke-free) laws are not only a solid youth prevention strategy, but also protect youth from the hazards of secondhand smoke.

2001, Americans for Nonsmokers' Rights, American Nonsmokers' Rights Foundation

Youth Activities

The following section has specific activities that can be facilitated with youth at the middle school and high school levels. These activities can be used in the classroom setting as well as with peer educators, such as TATU and FACT groups, to discuss the issue of secondhand smoke.



Secondhand Smoke Agree/Disagree Activity

In this activity, the teacher will place five signs around the room that read: Strongly Agree, Agree, Not Sure, Disagree, or Strongly Disagree. The teacher will then read ten statements (listed below) on secondhand smoke. Students are to position themselves in the room related to the strength of support or opposition to the statement. If a student is uncertain between supporting or opposing, the student should place themselves in the middle of the room. Once students position themselves, allow time for the small groups to have a brief discussion about the choice they have made.

1. I believe non-smokers can become addicted to cigarettes by growing up in families where parents smoke.
2. I believe non-smokers can develop some of the same health problems a smoker can get by living in a family with smokers in it.
3. Going to a party where there are smokers bothers me because of the smell.
4. I would not go on a date with a smoker.
5. Secondhand smoke causes smelly clothes and hair.
6. I can notice smoke in a restaurant when I go out to eat even if smoking is only allowed in the bar area.
7. I would prefer a smoking area in schools as opposed to smokers sneaking into bathrooms to smoke.
8. Tobacco ads do a realistic job of showing how smoke reaches other people.
9. Most Americans prefer not to be exposed to secondhand smoke.
10. Spit tobacco is more accepted by Americans than cigarette smoking because other people aren't affected by the user.

Testimony for Healthy Lungs

GOAL: You will analyze information, determine and promote the risks related to the information presented, and project if there is enough support for change.

BACKGROUND INFORMATION: A *Journal of the American Medical Association (JAMA)* article pointed out some alarming facts about smoking and the workplace. Thirty percent of the over 7,000 non-smoking workers interviewed felt they were exposed to coworkers' smoke. The same study found that regulations ranging from totally smoke-free zones to variable smoking restrictions had a significant impact on reducing the exposure to smoke and its detrimental health effects.

ACTIVITY (25 minutes): This activity's scenario is what is called a force field analysis. The situation takes place in a factory that is debating whether or not to become a totally smoke-free zone. The ten characters in the story work at Environ Corporation and have a vested interest in why the plant should go tobacco-free. The student's task is to determine the five characters most at-risk from their exposure to environmental tobacco smoke and why (based on their brief biographies defined in the activity).

The Environ Corporation has been a leader in energy-saving electrical devices for the past ten years. The factory houses 125 workers in a 20,000 square-foot factory. Tobacco products are used by 20 of the workers - 16 smoke cigarettes, cigars, or pipes and 4 use spit tobacco.

As the owner of the company, you have received complaints from non-smoking employees about their exposure to environmental tobacco smoke. Analyze if Environ should become totally tobacco-free, and choose five people to present their reasons for taking that step to the board of directors and union representatives.

Sam Secondhand, age 43, has been a worker at Environ for the past 20 years. He went through stop-smoking classes at the factory in 2000 and has remained smoke-free. "If I can do it, everybody should be free of smoke while working."

Is Sam's justification good enough?

Lisa Lungproblem, age 35, is a chronic bronchitis patient who has missed over 100 days of work in the last two years. "It is exposure to smoke that has caused me a life of health problems."

Is Lisa's justification good enough?

Chelsea Chew, age 24, has been a production worker for the past two years. "My father died of throat cancer from his dipping, and I believe it is the number one health concern."

Is Chelsea's justification good enough?

Ernie Environment, age 64, has been with the company for the past 35 years. "Hey, I've recently had a physical and I was found to be in good health, but I read in the paper that environmental tobacco smoke can cause lung cancer. I don't want to die early!"

Is Ernie's justification good enough?

Paula Pregnancy, age 28, is six months pregnant with her first child. "I've never smoked in my life, yet my doctor is concerned about my poor weight gain."

Is Paula's justification good enough?

Priscilla Prevention, age 45, is active in the environmental movement and a leader in the union of production workers. "The working conditions here are abysmal. Not only do we get smoke from the production process, but we have 16 little chimneys spewing out 4,000 chemicals into our faces."

Is Priscilla's justification good enough?

Elvis Emphysema, age 54, a worker for 25 years, was forced to quit smoking by his advanced stage emphysema. "I think we are all at risk for the mistakes we make with tobacco. Look at what it has done to me. Please stop allowing this to continue and help promote healthier lifestyles."

Is Elvis' justification good enough?

Fred Freedom, age 48, an employee for the past 15 years, thinks a viable option is a smoking lounge with adequate ventilation. "We can continue to work with smokers, but we have to find a smoke-free area for the non-smokers."

Is Fred's justification good enough?

Oprah Opinion, age 25, smokes one or two cigarettes a day, but has other concerns. "I think we need to look at the air quality caused by *our* manufacturing. I'm not sure we're up to EPA standards."

Is Oprah's justification good enough?

Bill Ban, age 30, is the shop steward to the union. "This is another example of the company saying they are going to do one thing but remaining stalled so that they don't have to do anything at all. They won't pick me as a presenter because I raise too much of a stink about everything here."

Is Bill's justification good enough?

Discussion Questions And Issues To Present (20 minutes):

1. Come to a class consensus as to the five most important individuals to present their arguments and why.
2. Should the board of directors be looking at the factory-produced smoke as well as the 16 smokers? Why?
3. What should the board decide in light of issues like health insurance, cost for renovation, and effects on others (i.e. pregnant women)?
4. Should other companies adopt smoke-free policies? Why?

Reprinted with permission from *Tobacco: A Smashing Curriculum* from Nasco Health (1-800-558-9595)

Teacher's Tips

Testimony for Healthy Lungs

GOAL: The goal of this lesson is to have students analyze information and determine health risk, prioritize the importance of the information presented, and predict if there is enough support for smoke-free policy change.

NATIONAL STANDARDS:

- Health promotion and disease prevention
- Decision-making and goal-setting
- Access accurate health information
- Utilize effective communication skills

Ideas for connecting this lesson to other curricula in schools

1. Split into groups of five and have each prepare a two-minute speech that one of the five chosen to present might say. Could be connected to speech and language arts.
2. Research smoke-free public buildings in your community. Do they exist? Are they required to be smoke-free by policy or did they voluntarily go smoke-free? Could be connected to political science units in social studies.
3. Research how California restaurants and bars became smoke-free. Could be connected to speech and language arts.
4. Research documents about secondhand smoke and its health impact and create a school-wide media campaign against secondhand smoke through improved enforcement of existing smoke-free school policies. Could be connected to Student Council activities.

Reprinted with permission from *Tobacco: A Smashing Curriculum* from Nasco Health (1-800-558-9595)

O's DILEMMA

A Play About Tobacco Use Decisions for Grades 6-9 (10 minutes)

| | | |
|-------------------|--|--|
| Characters | Olivia ("O") Smith; 7th grader Tom Smith; Olivia's brother Tanya Hernandez; Olivia's friend Bill Paterson; teenage smoker Sam Hanson; Olivia's interest, athlete, and occasional smoker | Mrs. Smith; Olivia's mother Nikki Mason; teenage smoker Tiera Thompson; Olivia's former friend, a current smoker Steve Jordan; Sam's friend and occasional smoker |
|-------------------|--|--|

Narrator: Welcome to our play. It's called O's Dilemma. It's about a girl's decision concerning using or not using tobacco.

Scene 1

Mrs. Smith: (It's Friday afternoon and Olivia Smith has just come home from school.)
You look tired, O. Rough day?

Olivia: No, just three tests and an oral report. Just another day in the park. (Pausing) Are you kidding?! It was the worst day of the year!

Mrs. Smith: I guess you need to relax. (Pulls out a cigarette and lights it up.)

Olivia: Am I glad that I'm going to Jim's party tonight! I can't wait!

Mrs. Smith: I hope all your friends are going. Should I call the Thompson's and offer to take Tiera with you?

Olivia: No, that's ok. I'm not interested in having her as a friend anymore. (Pausing) You see, Tiera has turned into a dirt. (Flash to the side where a group of friends including Tiera are lighting up.)

Mrs. Smith: What do you mean?

Olivia: I mean she hangs out with the smokers in school.

Mrs. Smith: I'm shocked! I thought she was a jock! She was the big star of your sixth grade basketball team last year!

Olivia: Well, I guess she got stung by nicotine Nikki, the biggest smoker in school. She hangs out with her crowd now, and that's not my scene. Godzilla breath is not for me. (Flash to Nikki getting a cigarette from Tiera.)

Mrs. Smith: That's great, O. What time does the party start?

Olivia: He wants us over at seven. I sure hope Sam is there. I haven't seen him since eighth hour.

Tom: (Walks in the room singing.) Love is a many splendored thing. Especially when Sam gives O his ring.

Olivia: (Pushing Tom.) Shut up, Tom! You should be so lucky with the girls in your life. (Tom and Mrs. Smith laugh and leave the room.)

Scene 2

(Olivia and Tanya Hernandez are walking over to Jim's house for the party.)

Tanya: I can't wait till the party starts. All of Jim's cool friends are going to be there - even eighth graders!

Olivia: Yeah, I know. But the only one I care to see is Sam.

Tanya: You're hooked on Sam the Man. That cool, good-looking basketball star. What more could you want?

Olivia: I know! He's too good to be true.

Narrator: Just as the girls turn the corner, they run into Bill Paterson and Tiera Thompson smoking cigarettes with Nikki Mason, the biggest smoker in school.

Tiera: Hey O, want a cigarette? It will keep you thin and sexy for Sam.

Nikki: Yeah, he won't like it if you start to blimp out.

Olivia: I'm not worried about that, because I exercise and watch what I eat.

Bill: Yeah, tell me about it. You going to eat carrots and celery at Jim's tonight? I doubt it!

Tanya: Even if Olivia did smoke, why would she smoke with the biggest dirts in school? (Nikki pushes Tanya and they start to fight.)

Olivia: (Shouting) Hold it! Calm down! Let's just go and have fun at the party tonight, Tanya!

Tanya: Yeah, I guess it won't be much fun if I get a black eye. (Tanya and Olivia laugh and leave.)

Scene 3

Narrator: Most of the 24 invited students arrive at Jim's party. They are talking, listening to music, and dancing. Just then, Sam makes his grand entrance with his buddy Steve. They act like they don't notice Olivia and Tanya.

Olivia: Why do those two always try to act so cool?

Tanya: They want us to bow down to them like kings. Hey, O, let's do it!

Olivia: Do what?

Tanya: Bow down to them!

Olivia: Ok! I'll do the talking first.

Narrator: Olivia and Tanya sneak up to the two boys and tap them on the shoulders.

Olivia: (Bowing, arms folded) Welcome, your highness! Can we be of service?

Narrator: As Sam speaks, a smoky odor comes from his mouth and his clothes.

Sam: Yeah, how you doing, O?

Olivia: Well, I was doing great until I took a whiff of you! I thought you were Addison's star athlete? Now you smell like my mom's ashtray!

Sam: Well, I just thought I'd try a couple of cigs tonight. No big deal. Say, why don't you come outside and have one with me. It gives you a little buzz. Then we can come in and dance the night away. What'ya say?

Scene 4

Narrator: This is one way Olivia could handle the situation.

Olivia: Well, Sam, I was looking forward to being with you at this party. Now I'm not so sure.

Sam: So was I. So let's go out and smoke one together. Remember, your parents smoke and it's no big deal for them. Besides, they keep you slim and sexy.

Olivia: I believe I can stay slim without the problems caused by tobacco. Let's stay together here and not take those chemicals into our lungs. What do you say?

Sam: O, you're always right. You wanna dance?

Olivia: I'd love to!

Scene 5

Narrator: This is another way Olivia might handle the situation.

Sam: Well, I just thought I'd try a couple of cigs tonight. No big deal. Say, why don't you come outside and have one with me. It gives you a little buzz. Then we can come in and dance the night away. What'ya say?

Olivia: I really don't want to.

Steve: Sam will really like you if you join him.

Olivia: I thought you two wanted to be basketball stars. They'll never let you try out for the team if they find out you're smoking.

Steve: Well, if you're too chicken, Tanya will come with us.

Tanya: Well, just one. Come on, O. Then they'll be with us the rest of the night.

Narrator: Sam, Steve, and Tanya go outside to smoke and Olivia stays at the party.

Scene 6

Narrator: This is another way Olivia might handle the situation.

Sam: Well, I just thought I'd try a couple of cigs tonight. No big deal. Say, why don't you come outside and have one with me. It gives you a little buzz. Then we can come in and dance the night away. What'ya say?

Olivia: I'm amazed you're smoking, Sam. I thought you had dreams of playing college basketball like your dad.

Sam: My dad? He almost played in college, but he got in trouble because of drugs.

Olivia: And you want to follow in his footsteps?

Sam: Not really, but I thought you'd think I'm cooler if I smoke.

Olivia: No way! I've been trying to get my mom to stop smoking for years! I can't think of one good reason to smoke. Sam, stop for yourself first and others second.

Sam: O, you're right. Let's go dance.

Scene 7

(After the party at Olivia's house.)

Mrs. Smith: Well, how was the dance, O?

Olivia: Smoke-free, and that's the way I want our house to be.

Mrs. Smith: Here comes the speech again!

Olivia: We're all going to try to help you stop, but we know it has to come from within.

Mrs. Smith: Ok, I'll really try to stop, but I need your help, O. Will you support me?

Olivia: I've been waiting for you to ask! The smoke-free Smith family is at your service! (Olivia and her mom give each other a high-five.)

THE END

Discussion questions between the cast and the audience:

1. Is the ending in scene four, five, or six more realistic? Why?
2. Is it easy to convince others to stop smoking when they are hooked on tobacco?
3. Are there athletes in your school that think they can get away with code violations like smoking? Why?
4. Was Olivia strong in her anti-tobacco feelings? In what ways did she show it in the play?

Author: Jon W. Hisgen, Consultant, Comprehensive School Health Education
Department of Public Instruction

Toxins & Carcinogens-How Do They Affect You?

Activity: After explaining what secondhand smoke is (see the fact sheets list in this toolkit), divide students into groups. Assign each group one of the toxins/carcinogens found in secondhand smoke. Have each group research their assigned toxin and identify the dangers related to secondhand smoke and its effects in the human body. Then have the students present their information to the class.

Toxins and Carcinogens found in secondhand smoke:

| | |
|------------------|------------------|
| Acetamide | Chryses |
| Acrolein | DDT |
| Acrylonitrile | Formaldehyde |
| Ammonia | Hydrogen Cyanide |
| Aniline | Lead |
| Arsenic | Nickel |
| Benzantracene | Nicotine |
| Butadiene | Nitrogen Oxides |
| Cadmium | Phenol |
| Carbon Disulfide | Sulfur Dioxide |
| Carbon Monoxide | Toluene |
| Chromium VI | |

Toxin and carcinogen source: California EPS Risk Report on Secondhand Smoke, Health Effects of Exposure to Environmental Tobacco Smoke, Chapter 2, p. 2-3 to 2-5, and 2-47, and 2-49.

http://www.oehha.org/air/environmental_tobacco/finalets.html

Secondhand Smoke Rap

In this activity, students have a chance to develop their own rap with a clear and consistent message against secondhand smoke. For added effect, props and dance movements can be included. These raps then could be presented to younger students to emphasize the message that secondhand smoke can be just as unhealthy for the non-smoker as it is for the smoker. This activity can be done in teams of up to five and should include up to 16 lines of rap. Background rhythms could also be included in the rap.

Sample of Secondhand Smoke Rap:

I read the paper the other day.
A famous scientist had somethin' to say.
He said secondhand smoke is hazardous to us,
And we as non-users should complain and make a fuss.

The report used a study on teeth of the young.
Secondhand smoke leads to cavities among,
Non-smokers living in clouds of smoke,
Increases trips to the dentist as well as you choke.

In addition your clothes will really start to stink,
Your smelly hair is a weakest link.
The user inhales a cigarette puff,
But secondhand smoke has lots more stuff.

Some think only smokers will get ill,
But dirty air can be a bitter pill.
We want to tell you before it is too late,
Secondhand smoke does not discriminate.



Youth Advocacy

Youth can often be a powerful voice when advocating for a particular issue, but are often overlooked. The following section highlights resources and programs to promote youth advocacy. Also included are specific strategies that youth-led groups have implemented in order to raise awareness and begin making a positive change in their school and community.



How to Butt In! Teens Take Action Guidebook

This 20-page booklet uses cool language and hip illustrations to help youth use social action to get the tobacco industry to butt out of their lives. It is packed with ideas that help youth find their voice and work to create change in the community. *How to Butt In* walks through the steps necessary to identify a problem and work towards its solution. The ideas and skills provided in the guide apply to tobacco and other issues that affect their lives.

American Nonsmokers' Rights Foundation (ANR)

2530 San Pablo Avenue, Suite J

Berkeley, CA 94702

1-510-841-3032

<http://www.no-smoke.org/merch.html>

\$4.95 each. Quantity discounts available.

Picture on right is available in poster format from the Tobacco Control Resource Center for Wisconsin's lending library at <http://www.tobwis.org>



(California Anti-Smoking Ad)

Teens as Teachers: Presentation Planning Guide (ANR)

The key to the success of *Teens As Teachers* is enlisting high school students to teach younger children smoking prevention. The younger children are deeply impressed when taught by their teen-aged role models, and the teens receive a valuable educational experience. All of this is accomplished without being “taught” by adults in the traditional sense. The program concentrates on four components designed to permanently prevent smoking and to encourage youth advocacy:

- Reinforcing smoke-free air as the norm in our society and teaching teens how to advocate for a tobacco-free society.
- Encouraging self-esteem.
- Conveying a genuine understanding of addiction vs. free choice.
- Analyzing and ridiculing tobacco ads directed at youth.

American Nonsmokers' Rights Foundation (ANR)

2530 San Pablo Avenue, Suite J

Berkeley, CA 94702

1-510-841-3032

<http://www.no-smoke.org/tatblurb.html>

Teens Against Tobacco Use (T.A.T.U.)

The T.A.T.U. Program employs a peer-teaching model as the delivery mechanism to teach young people about tobacco use and become advocates for tobacco-free communities. Peer involvement and communication are based on face-to-face interactions and planned activities. Planned activities stimulate active participation, learning and role-playing, which provide real world, age-appropriate experiences.

The program is a vehicle for a school or community-based service-learning project to encourage and reinforce teenagers not to use tobacco products. The program connects meaningful community service with academic learning, personal growth and civic responsibility. Approximately 40,000 youth are educated annually in the T.A.T.U. Program.

American Lung Association
1-800-LUNGUSA
TATU@lungusa.org
www.lungusa.org/smokefreeclass/
www.tatuusa.org

Youth Advocacy Guide

Based on a California statewide assessment of Tobacco Control Projects, this resource is filled with practical strategies for working with youth - including recruitment, youth activities, and planning for advocacy training and summits.

This program shows teachers or community leaders who work with youth how to integrate youth into tobacco prevention programs through the use of multiple strategies. The youth leaders/advocates will develop skills to coordinate and implement effective youth activities. The training manual provides knowledge and skills to form, involve, and sustain tobacco advocacy strategies.

Toucan Ed Publications/California Youth Advocacy Network
1280 17th Ave., Ste. 102
Santa Cruz, CA 95062
1-888-386-8226
<http://www.toucaned.com/inside/home.html>
Also available from the Tobacco Control Resource Center for WI's lending library at
<http://www.tobwis.org>

FACT – Fight Against Corporate Tobacco

Time for Action!

FACT works to unmask the FACTs about corporate tobacco and raises awareness about the social acceptance of tobacco, at school, at home, in public - everywhere! Join the fight today!

Name Tag Activity

- Using a piece of paper or sticky tag, have youth create and wear their nametag as often as they like. Whether it is everyday for two months or every Friday, these messages can be rotated and are very powerful when youth are involved in the creation and promotion. Here are several examples of what youth have had on their nametags:
 - “15,000,000”
 - “85%”
 - “It’s Everywhere”

If someone asks what the nametag means, here are examples of how youth have responded:

- “15,000,000” - that’s the number of youth that are exposed to tobacco at home every day.
- “85%” - the percentage of smoke that smokers actually inhale when they puff is 15%...the remaining 85% lingers in the air for others to breathe.
- “It’s Everywhere” - tobacco use is everywhere, but no one ever stops to question why we allow such a disgusting act to happen around us...why not make something less harmful like burping or picking your nose acceptable in public instead?

For more actions log onto www.fightwithfact.com.

How Can FACT Help?

FACT can hook up your FACT group with:

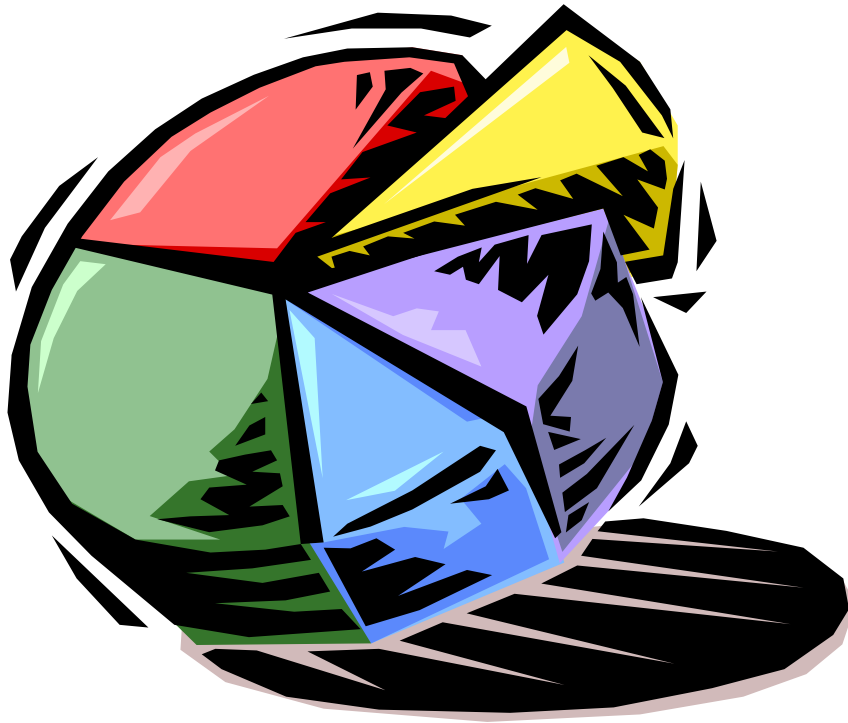
- A full action description and timeline - it’s a detailed plan that will guide you through the action.
- Support via email and phone - provides regular opportunities to ask questions and get planning done.
- Be sure to check out www.fightwithfact.com for the latest on unmasking the FACTs and hints on continuing the fight against Big Tobacco!



Copyright by Stavro

Research and Data

Keeping up on current research is critical. The following section outlines specific research articles and websites that can be useful when involving youth in the topic of secondhand smoke. The articles target a variety of topics ranging from health related issues to smoking restrictions and their impact on social change. These can be used by youth to analyze, document and discuss the issues related to secondhand smoke and clean indoor air.



Research Articles

Passive smoking and heart disease. Epidemiology, physiology, and biochemistry.

Glantz and Parmely. *Circulation*. (1991)

An estimated 53,000 nonsmokers die from secondhand smoke every year. The number includes lung cancer, the mid-point estimate for heart disease and SIDS.

http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?cmd=Retrieve&db=PubMed&list_uids=1984876&dopt=Abstract

The Science of Secondhand Smoke (SHS)

Secondhand smoke is the third leading cause of preventable death in the United States, killing more than 53,000 non-smokers each year. For more information about health effects including SIDS, visit

<http://www.no-smoke.org/ets.html>.

© 2003, Americans for Nonsmokers' Rights, American Nonsmokers' Rights Foundation

US Adult Attitudes and Practices Regarding Smoking Restrictions and Child Exposure to Environmental Tobacco Smoke: Changes in the Social Climate From 2000-2001

Robert C. McMillen, PhD., Jonathan P. Winickoff, MD., MPH., Jonathan D. Klein, MD., MPH., and Michael Weitzman, MD.

A substantial proportion of homes and automobiles serve as settings for environmental tobacco smoke (ETS) exposure, and many public settings that children frequent are still not smoke-free. Tobacco control efforts are attempting to increase smoking bans. The objective of this study was to describe the knowledge, attitudes, and practices of smokers and non-smokers regarding smoking bans and child ETS exposure in multiple public and private settings and to report changes from 2000–2001.

<http://pediatrics.aappublications.org/cgi/content/full/112/1/e55>

Secondhand Smoke Endangers Health of All Children (2001)

David M. Mannino, MD.

The researchers looked at biomarkers of exposure to secondhand smoke. That means they actually looked for evidence of exposure in blood samples from kids in contrast to previous studies that depended on parents to report if people smoked in the home. Mannino says the blood-test method, which detects exposure to secondhand smoke from the past three to four days, allowed the researchers to better determine exposure levels in all children.

http://www.cancer.org/docroot/NWS/content/NWS_2_1x_Secondhand_Smoke_Endangers_Health_of_All_Children.asp

National Cancer Institute Monograph 10: Health Effects of Exposure to Environmental Tobacco Smoke (1999)

The National Cancer Institute established the Smoking and Tobacco Control Monograph series in 1991 to provide ongoing and timely information about emerging public health issues in smoking and tobacco use control. Monograph 10 outlines the impact of environmental tobacco smoke highlighting respiratory carcinogenic and cardiovascular effects.

<http://www.cancercontrol.cancer.gov/tcrb/monographs/>

“The Health Effects of Environmental Tobacco Smoke” – A Smoke Free Environmental Law Project

A scientific working group of 29 experts from 12 countries concluded its evaluation of the carcinogenic risks associated with involuntary smoking, and International Agency for Strength on Cancer now classifies secondhand smoke as carcinogenic to humans. This report is very significant because it places a prestigious international organization officially on record as finding secondhand smoke to be a carcinogen, i.e., a substance which causes cancer in humans.

<http://www.tcsg.org/sfelp/health.htm>

Exposure to Secondhand Smoke Widespread (April 1996)

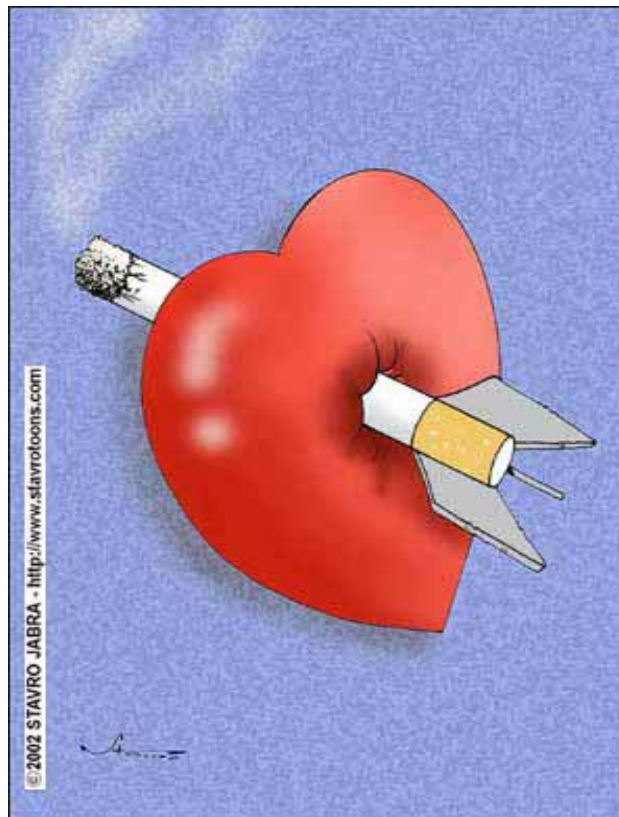
According to a study conducted by the Department of Health and Human Services' Centers for Disease Control and Prevention (CDC), nearly nine out of ten non-smoking Americans are exposed to environmental tobacco smoke (ETS, or secondhand smoke), as measured by the levels of cotinine in their blood.

http://www.cdc.gov/tobacco/research_data/environmental/etsrel.htm

Americans for Nonsmoker's Rights “Don't Buy the Ventilation Lie” (April 16, 2001)

Information on secondhand smoke and the truth about ventilation.

<http://www.no-smoke.org/ventlie.html>



Copyright by Stavro

General Resources – Curriculum and Other Instructional Materials

The following section highlights specific curriculum and instructional materials that can clearly communicate the dangers of secondhand smoke with a variety of learners.



Learning Modules on Social Norms in Youth Tobacco

This packet contains ideas teachers can use to present surveillance information gathered from the Youth Tobacco Survey (YTS), a survey that is done every year at the middle school level and every other year at the high school level opposite the Youth Risk Behavior Survey (YRBS). These activities could be done at the beginning of a tobacco unit to see what students believe about youth tobacco use in Wisconsin, or to get students to feel comfortable with the information provided in the survey. The packet could be used in the middle or at the end of a tobacco unit to measure knowledge about tobacco norms and trends, or in a math/statistics class to process information about the surveys.

Wisconsin Department of Public Instruction
PO Box 7841
Madison, WI 53707-7841
1-800-441-4563
<http://www.dpi.state.wi.us/dpi/dlsea/sspw/pdf/tobacsurv03.pdf>

Matter of Life and Breath

This powerful video provides startling medical facts along with teenagers' thoughts and reflections on how it feels to hang around those who smoke, and how they view the billion-dollar tobacco industry and its manipulative tactics. Trained professionals and students alike ponder the questions of popularity and peer pressure versus clean lungs and good health. This video is unique in its approach on how to handle other people who smoke. Along with the video are student activities and fact sheets.

Human Relations Media
41 Kensico Drive
Mount Kisco, NY 10549
1-800-431-2050
<http://www.hrmvideo.com>

Triple T

Banners, bumper stickers, posters... help students create tobacco-free messages with their hands that come from their hearts! The Teens Tackle Tobacco Start-Up Kit is designed to supply the educator with a "menu" of activities that can be used in a variety of settings. Use these easy-to-follow lesson plans as inspiration to create your own special projects.

Teens Tackle Tobacco for Middle & High School is nine lessons of varying times. Two lessons address tobacco's impact through video discussion. The students will learn the harmful effects of using tobacco, and positive ways to influence others to reduce or eliminate tobacco use. This curriculum takes basic tobacco information and engages students in delivering this information to other people.

Toucan Ed Publications
1280 17th Ave., Ste. 102
Santa Cruz, CA 95062
1-888-386-8226
<http://www.toucaned.com/inside/home.html>

Youth Media Network

A total of 12 lessons guide middle and high school students in finding the latest anti-tobacco information and resources. Then students apply this information in a variety of effective, motivational activities. Write a public service announcement that discourages other teens from smoking. Create a photo essay about the dangers of chew, dip, or cigars. Organize a neighborhood cleanup campaign to highlight the environmental impact of cigarettes. You'll find projects of varying complexity with one thing in common—they're driven by student interest and involvement.

An interactive tobacco education curriculum is for ages 8-18, students will learn to take action against the tobacco industry and provide effective communication skills. This curriculum promotes skills to communicate tobacco issues.

Toucan Ed Publications
1280 17th Ave., Ste. 102
Santa Cruz, CA 95062
1-888-386-8226
<http://www.toucaned.com/inside/home.html>

Get Real About Tobacco

The goals of *Get Real about Tobacco* are to:

- Reduce the likelihood that students will start using tobacco products
- Encourage students who do use tobacco to quit
- Help students promote anti-tobacco messages

Get Real about Tobacco is available in four grade-level units: K-3, 4-6, 6-9, and 9-12.

Students are more inclined to act a certain way if they believe that their behavior is accepted by their peers and by the community at large. For this reason, changing the norms surrounding tobacco use can be a powerful force for prevention.

Get Real about Tobacco incorporates normative change at every level. Each lesson is designed to promote at least one positive norm (such as: *smoking is unattractive* or *people have a right not to inhale others' smoke*).

United Learning
1-800-323-9084
info@unitedlearning.com
<http://www.chef.org/prevention/tobacco.php>
For training in your area: http://www.unitedlearning.com/curriculum_programs/prevention.cfm?id=280

Grade level unit 6-9 is available from the Tobacco Control Resource Center for WI's lending library at <http://www.tobwis.org>

Resources for School Tobacco Programs: A Selected List

This descriptive list of resources and programs is designed to help Wisconsin school communities select material that will assist them in implementing effective programs and policies to help reduce tobacco use among youth. Its development is part of the Wisconsin Tobacco Control Board's strategic plan to reduce tobacco use. School tobacco programs and policies are recognized by the CDC and other experts as effective means to prevent and reduce use. They are most effective when coordinated within the school and with multiple other tobacco control activities in the broader community.

Department of Public Instruction

PO Box 7841

Madison, WI 53707-7841

1-800-441-4563

<http://www.dpi.state.wi.us/dpi/dlsea/sspw/pdf/tobaccores.pdf>

Addendum <http://www.dpi.state.wi.us/dpi/dlsea/sspw/stresources.html>

Celebrating Youth Voices

Youth Media Network's annual Crystal Awards invite middle and high school students in California to share the best of their anti-tobacco advocacy efforts. This 12-page booklet features the stories, poems, cartoons, posters, articles, videos, and other projects that have won in past years. A great motivating tool, Celebrating Student Voices can also be used to promote classroom discussion about tobacco use. A great way to get inspired, have fun, and get students thinking about anti-tobacco advocacy.

Toucan Ed Publications

1280 17th Ave., Ste. 102

Santa Cruz, CA 95062

1-888-386-8226

<http://www.toucaned.com/inside/home.html>

Know Smoking

This program for middle school students is designed to prevent initiation of tobacco use. The basic program features 20 interdisciplinary lessons for students, a teacher training video, comprehensive interactive website in English and Spanish, over 70 classroom activities, homework assignments, assessments, and community/family involvement project ideas.

New additions to the program include the student video, KS2 Take Action! In the video, high school students speak confidently to middle school students about their experiences refusing tobacco, addressing such issues as peer pressure, secondhand smoke and personal responsibility. A set of student workbooks with a teacher guide is available to extend the application of the concepts developed in the video.

Paradox Learning Systems, Inc.

5001 E. Fowler Ave., Suite L, Tampa, FL 33617

phone (813) 984-7992 • fax (813) 984-7993

Out of Area Toll Free 1-877-936-2212

Email info@paradoxlearning.com

www.knowsmoking.org

Policy

This section highlights resources that can assist in promoting tobacco-free policies. Resources include school-based policy as part of a comprehensive school health program as well as presentation materials to use when presenting the issue of clean indoor air with a variety of audiences.



SmokeFree Wisconsin – Involving Youth in Creating Smoke-Free Environments

SmokeFree Wisconsin is an organization working with local communities to reduce exposure to secondhand smoke and create smoke-free environments by passing clean indoor air ordinances. By working with the local clean indoor air coalition, youth can be instrumental in the success of the campaign in the following ways:

- Contacting local elected officials – through face-to-face meetings, telephone calls, letters or email messages
- Writing letters to the editor
- Speaking at public hearings
- Working with the media to help educate the community on the issue
- Collecting petitions of support
- Help out with phone banking – making phone calls to community members to inform them of the issue (i.e. public hearing)

Specific strategies are located at: <http://www.smokefreewi.org/issues/indoor/youth.html>.

Contact SmokeFree Wisconsin at 608-268-2620 or sfw@smokefreewi.org to see about a local clean indoor air campaign in your community.

Wisconsin's Tobacco-Free School Signage Toolkit

Wisconsin law prohibits the use of all tobacco products on public school property. Additionally, Wisconsin's Clean Indoor Air Act, prohibits smoking in educational facilities, including private schools and child care centers. These laws apply to students, staff and visitors. Schools are expected to adopt and enforce a tobacco-free policy and to communicate the prohibition of tobacco use and the existence of penalties to encourage students and staff to avoid or discontinue the use of tobacco. As a collaborative effort between the Department of Public Instruction and the American Lung Association, signs and decals are available at no or low cost through the American Lung Association of Wisconsin.

American Lung Association
13100 W. Lisbon Road, Suite 700
Brookfield, WI 53005-2508
262-703-4200 or 1-800-LUNG-USA
<http://www.lungusa.org/tobacco/>

Fit, Healthy, Ready To Learn

Fit, Healthy, and Ready to Learn provides direction on establishing an overall policy framework for school health programs and specific policies on various topics. It is designed for use by states, school districts, and individual schools, public or private. The policy guide is organized around sample policies that reflect best practice, and can be adapted to fit local circumstances. Also included are explanations of the points addressed in the sample policies, excerpts of actual state and local policies, notable quotations, and other valuable information that supporters can use to justify school health policies. Each section ends

with a list of resources and organizations that offer specialized expertise. Also, a chapter entitled "*The Art of Policymaking*" provides a basic orientation to the policy arena.

The sample policies are written as statements of best practice that all states, school districts, public schools, and private schools should endeavor to adopt. The points they address were suggested by the CDC school health guidelines, actual state and local policies collected by National Association of State Boards of Education (NASBE) and National State Board Association (NSBA), and comments reflecting the expert opinions of many reviewers. The policies can be adapted or revised to fit the needs of individual states, districts, and schools.

This program targets key policy-makers in schools and communities through skill work, samples and broad policy issues. The key decision-maker will learn to incorporate skills for developing effective tobacco policies and sample tobacco policies in the development of local policies. This document serves as a technical assistance piece to assist decision-makers in tobacco policy issues.

National Association of State Boards of Education

277 South Washington Street, Suite 100

Alexandria, VA 22314

Phone (703) 684-4000

Fax (703) 836-2313

http://www.nasbe.org/Educational_Issues/Safe_Healthy.html

Available from the Tobacco Control Resource Center for WI's lending library at <http://www.tobwis.org>

American Lung Association Secondhand Smoke PowerPoint

This PowerPoint from the American Lung Association is straight to the point about what secondhand smoke is, what's in it, effects of it, and what can be done about it. Use this PowerPoint to provide basic information and facts related to secondhand smoke.

<http://www.dpi.state.wi.us/dpi/dlsea/sspw/ppt/alashs.ppt>

Secondhand Smoke Presentation Manual (Available from the Tobacco Control Resource Center for WI's lending library at <http://www.tobwis.org>).

This manual was designed to assist tobacco control professionals and activists in preparing and presenting talks about secondhand smoke and clean indoor air to a variety of audiences, including community groups, business groups, public officials, media representatives and professional organizations. It is a ready-to-go presentation manual on secondhand smoke complete with visuals. The topics covered include health hazards, legal issues, economic concerns, potential solutions, and policy options.

American Nonsmokers' Rights Foundation (ANR)

2530 San Pablo Avenue, Suite J

Berkeley, CA 94702

1-510-841-3032

<http://www.no-smoke.org/merch.html>

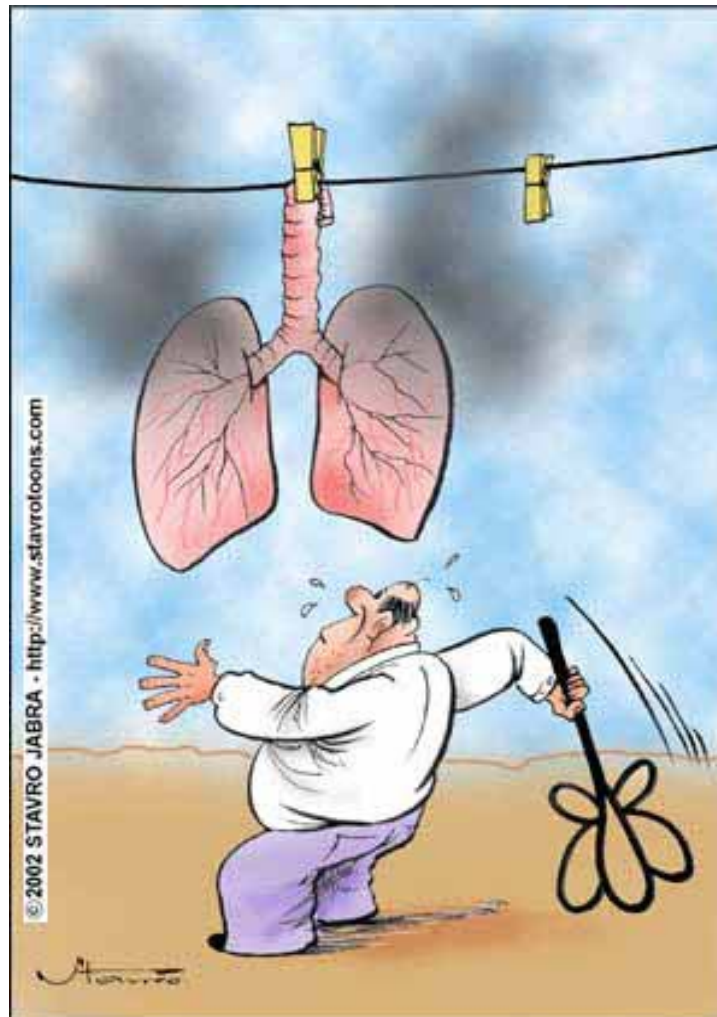
\$18.50 each. Quantity discounts available.

Taking Action Against Secondhand Smoke: An Online Toolkit

This toolkit is designed to provide you with the tools you need to take action to reduce secondhand smoke in your community, whether you are:

- New to local advocacy.
- An experienced advocate tackling the issue of secondhand smoke for the first time.
- A member of an active coalition already familiar with the issue.

http://www.cdc.gov/tobacco/ETS_Toolkit/index.htm



Copyright by Stavro

Tobacco Control Resource Center for Wisconsin





Lending Library

Secondhand Smoke

This video analyzes the ingredients found in cigarette smoke that millions of non-smokers, including children, involuntarily inhale. It deals with protecting children and workplace smoke. 13 min, National Health Video Inc. LLV003

Secondhand Smoke Case Study

PSAs that were developed for the 2002 secondhand smoke campaign. WI residents share their experience. WTCB. LLV065

Free Materials

Health Effects of Environmental Tobacco Smoke

A series of discussions about smoking and its place in the workplace, ranging from policies, cessation programs, costs and benefits, ventilation, legal issues, unions, etc. WCH, 20 pp. TOB001

Secondhand Smoke Fact Sheets

Series of fact sheets including how to address the local media and employers, and reasons to establish smoke-free homes, workplaces, and restaurants. CDC/USHHS, 8pp. TOB009

Secondhand Smoke Fact Sheet

Sheet gives general information on what secondhand smoke is, and its health effects in the general population, children, and employees. TCRCW. TOB032

Secondhand Smoke and Asthma

This fact sheet explores the unhealthy mix of asthma and secondhand smoke. ASTHO. TOB034

Know the Facts About Secondhand Smoke

Brochure on the basic facts of secondhand smoke and the risks it poses to children. MPAAT. TOB041

Passive Smoke: Protect Your Baby and Your Loved Ones

Brochure stresses the dangers of secondhand smoke and offers advice on how to reduce exposure to children and families. TECC. TOB045

Ventilation and Secondhand Smoke Fact Sheet

This fact sheet dispels the myths about ventilation; one being that ventilation will eliminate the harmful effects of secondhand smoke. TCRCW. TOB057

Smoke-Free Workplace Fact Sheet

This fact sheet provides an argument for smoke-free workplaces, with information specific to Wisconsin, economic impact, costs to employers/employees, and ventilation. TCRCW. TOB059

Free Materials for Special Populations

Healthy Moms, Healthy Kids. Madres Sanas, Ninos Sanos. (Spanish)

Bilingual brochure encourages pregnant women to give up smoking. TECC. *TOBOL01*

My Father Protects Me (Khmer)

Told from a daughter's perspective, this colorful brochure describes the many health consequences of secondhand smoke. TECC. *TOBOL03*

Entre Nosotras / Between Us (Spanish)

This bilingual magazine is a guide for expecting mothers and women who are trying to get pregnant. Provides tips on quitting smoking and information on exposure to secondhand smoke, exercise, nutrition, and other tips for a healthy pregnancy. TECC, 20pp. *TOBOL05*

Mi BeBé Fumando? (My Baby is Smoking?)*

This video portrays a Latino family including a pregnant mother, overwhelmed by secondhand smoke from the father's cigarettes. Spanish, 21 min. *TOBOV01*

Así Como Tú (Not Just You)*

In this video a Latino family bonds together as the father discovers the dangers his smoking poses to himself and his family. Spanish, 29 min. *TOBOV03*

Tribal Tobacco Policies: Protecting Our Communities*

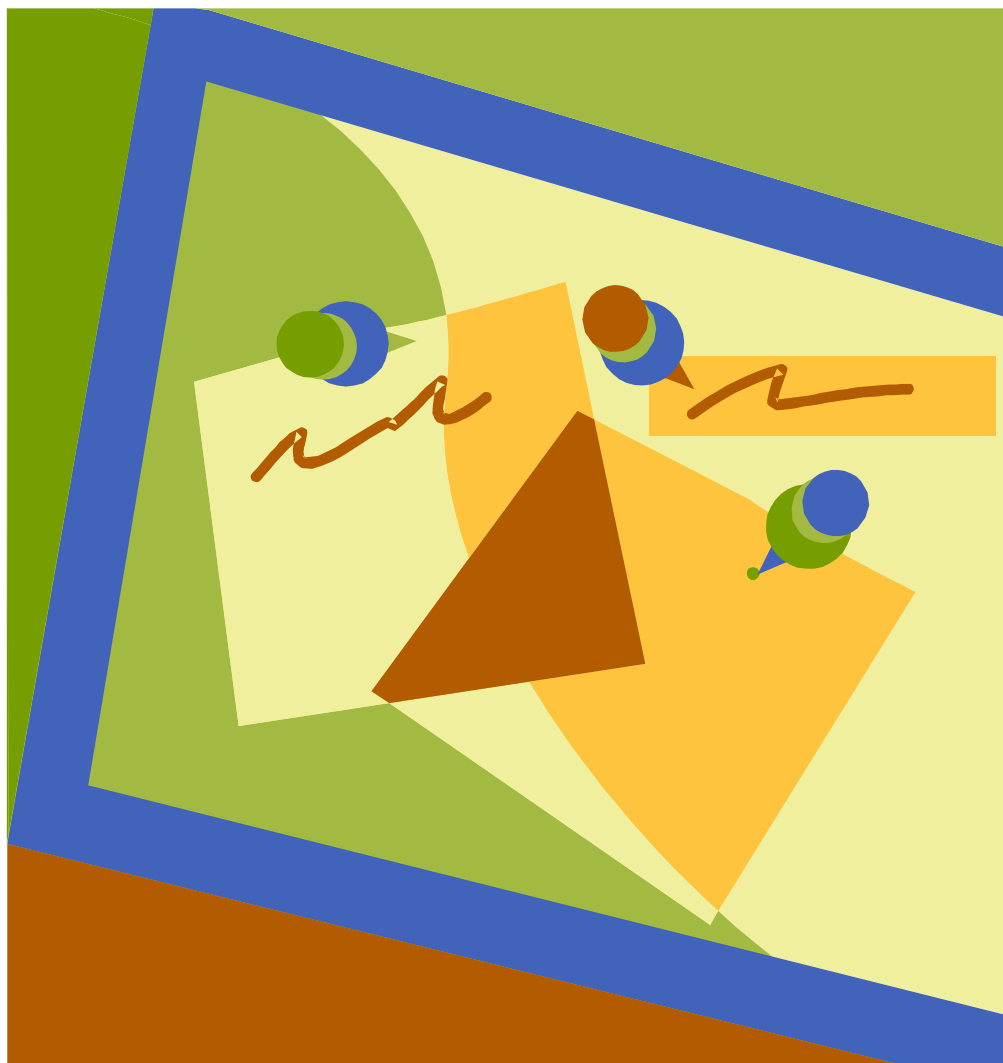
This video features California tribal members, but relates well to all Native American communities. It presents secondhand smoke as a health hazard and examines no-smoking policies that can be used within the Native American community. English, 14 min. *TOBOV07*

*Quantities may be limited on these items, but videos can also be borrowed from the Lending Library. Go to the website: <http://www.tobwis.org/resources>

A number of other free secondhand smoke materials including posters are available at:
Tobacco Control Resource Center for Wisconsin
1552 University Avenue
Madison, WI 53726
Phone: (800) 248-9244 Fax: (608) 262-6346
<http://www.tobwis.org/>

Fact Sheets

Providing bits of factual information can be very effective when educating youth and families about secondhand smoke. These informational sheets can be used with a variety of audiences including parents, key policy decision-makers and community members.



Secondhand Smoke Fact Sheet

To download this document, go to <http://www.tobwis.org/resources>

For more information, contact:

Tobacco Control Resource Center for Wisconsin, 1552 University Avenue, Madison, WI 53726

Tel: (800) 248-9244

What is Secondhand Smoke?

- Secondhand smoke (also known as environmental tobacco smoke) is a combination of the smoke given off by the burning end of a cigarette, cigar or pipe and the smoke exhaled from the lungs of smokers.
- Secondhand smoke has been classified by the U.S. Environmental Protection Agency (EPA) as a known cause of lung cancer in humans (Group A Carcinogen).

What are the Health Effects of Secondhand Smoke?

- Secondhand smoke is estimated by the EPA to cause approximately 3,000 lung cancer deaths in nonsmokers each year.
- Secondhand smoke can irritate lungs, leading to coughing, chest discomfort and reduced lung function. (EPA 1991)
- Secondhand smoke speeds hardening of the arteries. Atherosclerosis, the condition in which the arteries are hardened is a leading cause of death in the United States. (JAMA 1998)

Children are at Risk

- Secondhand smoke increases the risk of bronchitis, pneumonia, ear infections, asthma, low birth weight, and sudden infant death syndrome (SIDS). (U.S. EPA)
- Researchers estimate that secondhand smoke aggravates the asthma of 200,000 to 1 million asthmatic children every year. (NCI 1999)
- More than 15 million American children and adolescents are exposed to secondhand smoke in their homes every year. (CDC 1996)

Employees are at Risk

- Employees exposed to secondhand smoke on the job are 34 percent more likely to get lung cancer. (CDC 1996)
- Restaurant and bar workers have three to six times more exposure to secondhand smoke than other workers. (CDC 1996)

Everyone is at Risk

- There is no "safe" level of exposure to secondhand smoke.
- Ventilation systems and designated smoking sections do not protect people from secondhand smoke. (ASHRAE 2000)
- Nine out of ten nonsmoking Americans are exposed to secondhand smoke at least every 2 to 3 days. (CDC 1996)

Secondhand Smoke & Asthma :

AN UNHEALTHY MIX

Asthma is a serious disease

Asthma is a serious lung disease that makes it hard to breathe.

Asthma symptoms include wheezing, a sense of tightness, pressure or pain in the chest, coughing, and shortness of breath

Asthma can be fatal

It causes about 5,000 deaths nationwide every year¹

What is Secondhand Smoke?

- Secondhand Smoke is the mixture of smoke given off by cigarettes, cigars, and pipes, and the smoke exhaled by smokers
- Exposure to Secondhand Smoke causes cancer and other serious health risks

Children are especially susceptible to Secondhand Smoke.

The lungs of children are still developing and they breathe more per pound of body weight than adults do

The Facts about Secondhand Smoke & Asthma:

- Nearly 1 in 13 school-aged children has Asthma²
- An estimated 8,000 - 26,000 new asthma cases arise in children per year³
- Between 1980-1995, asthma among children under 5 years old increased by 160%⁴
- Nearly 1 in 5 of all pediatric emergency room visits in the U.S. are asthma-related⁵
- Nearly 2 out of 5 children aged 2 months-5 years live with at least one smoker⁶
- An estimated 9-12 million children are exposed to secondhand smoke at home⁷
- It is estimated that up to 1 million children have aggravated asthma symptoms due to Secondhand Smoke⁸
- Other major indoor asthma triggers are dust mites, mold, animal dander, and cockroach allergens

Secondhand Smoke Exposure is Associated with:

- An estimated 150,000-300,000 lower respiratory tract infections (pneumonia and bronchitis) annually in toddlers (children under 18 months) with up to 15,000 of such cases requiring hospitalization⁹
- An estimated 700,000-1.6 million physician office visits per year for children under 3 years of age for middle ear infections¹⁰
- An estimated 1,900-2,700 deaths per year from sudden infant death syndrome (SIDS)¹¹

What does Asthma and Its Related Illnesses Cost Americans?

- An estimated \$11.3 billion in total costs¹²
- An estimated \$200 million of that total cost is used to treat children under 18 years of age whose asthma is triggered by Secondhand Smoke¹³
- Leading cause of almost 10 million school days missed per year¹⁴

What can you do as a citizen?

- If you smoke, the best action you can take for yourself and your children is to stop smoking now
- If you are not ready to quit, choose not to smoke inside your car or home, especially if children are around. Make a pledge to protect your family from Second Smoke and "Smoke Outside".
- If you suspect your child has asthma or any possible related respiratory illnesses - Get your child an asthma screening
- To find out where the next asthma screening will be in your area, call 1-800-LUNG-USA (1-800-5864-872)

Where can you get more information about Secondhand Smoke and Asthma?

- EPA Indoor Air Quality information Clearinghouse at 1-800-438-4318

OTHER IMPORTANT INTERNET LINKS

US Environmental Protection Agency
<http://www.epa.gov/iaq/> 1-800-438-4318

American Lung Association
<http://www.lungusa.org> 1-800-LUNG-USA

National Asthma Education & Prevention Program
(301) 592-8573
<http://www.nhlbi.nih.gov/about/naepp/index.htm>

Allergy and Asthma Network Mothers of Asthmatics, Inc.
<http://www.aanma.org> 1-800-878-4403

American Academy of Allergy Asthma and Immunology
<http://www.aaaai.org> 1-800-822-2762
(Call for an asthma specialist in your area)

Asthma & Allergy Foundation of America
<http://www.aafa.org> 1-800-7-ASTHMA

This fact sheet was produced under a cooperative agreement between the U.S. Environmental Protection Agency, Indoor Environment Division and the Association of State and Territorial Health Officials (ASTHO).



Association of State and Territorial
Health Officials
1275 K Street, NW, Suite 800
Washington, DC 20005-4006
Tel 202-371-9090
Fax 202-371-9797
<http://www.astho.org>

Sources for Statistics in Fact-sheet on Secondhand Smoke & Asthma

- ¹ David M. Mannino, David M. Homa, Carol A. Pertowski, Annette Ashizawa, Leah Nixon, Carol A. Johnson, Lauren B. Ball, Elizabeth Jack, and David S. Kang. 1998. Surveillance for Asthma--United States, 1960-1995. CDC Morbidity and Mortality Weekly Report. April 24, 1998/47(SS-1);1-28.
- ² President's Task Force on Environmental Health Risks and Safety Risks to Children. 1999. Asthma and the Environment: A Strategy to Protect Children.
- ³ U.S. Environmental Protection Agency. 1992. Respiratory Health Effects of Passive Smoking: Lung Cancer and Other Disorders. p.8-14. EPA/600/6-90/006F.
- ⁴ National Heart, Lung, and Blood Institute. Data Fact Sheet on Asthma Statistics. 1999.
- ⁵ National Academy of Pediatrics. Data Fact Sheet on Asthma Statistics. 1999.
- ⁶ National Academy of Pediatrics. Data Fact Sheet on Asthma Statistics. 1999.
- ⁷ American Academy of Pediatrics, 1986; Overpeck and Moss, 1991.
- ⁸ U.S. Environmental Protection Agency. 1992. Respiratory Health Effects of Passive Smoking: Lung Cancer and Other Disorders. p.8-14. EPA/600/6-90/006F.
- ⁹ U.S. Environmental Protection Agency. 1992. Respiratory Health Effects of Passive Smoking: Lung Cancer and Other Disorders. p.8-14. EPA/600/6-90/006F.
- ¹⁰ California Environmental Protection Agency. 1997. Health Effects of Exposure to Environmental Tobacco smoke. p.6-28.
- ¹¹ Klonoff-Cohen, et al. 1995. California Environmental Protection Agency. 1997. Health Effects of Exposure to Environmental Tobacco Smoke. p.6-28.
- ¹² National Heart, Lung, and Blood Institute. Morbidity and Mortality:1998 Chartbook on Cardiovascular, Lung, and Blood Diseases. October 1998.
- ¹³ Calculation by Mark Heil, EPA, based on Aligne, CA and Stoddard, JJ. 1997. Tobacco and Children: An Economic Evaluation of the Medical Effects of Parental Smoking. Arch Pediatric Adolescent Med 151:648-653 and Weiss KB, Gergen PJ, Hodgson TA. 1992. An economic evaluation of asthma in the United States. The New England Journal of Medicine 325:862-866.
- ¹⁴ Taylor WR, Newachek PW. 1992. Impact of Childhood Asthma on Health. Pediatrics 90: 657-662.

CDC Environmental Tobacco Smoke Facts

Fact sheets available on:

- Exposure to environmental tobacco smoke
- Secondhand smoke in your home

<http://www.cdc.gov/tobacco/ets.htm>

Campaign for Tobacco-Free Kids

Fact sheets available on:

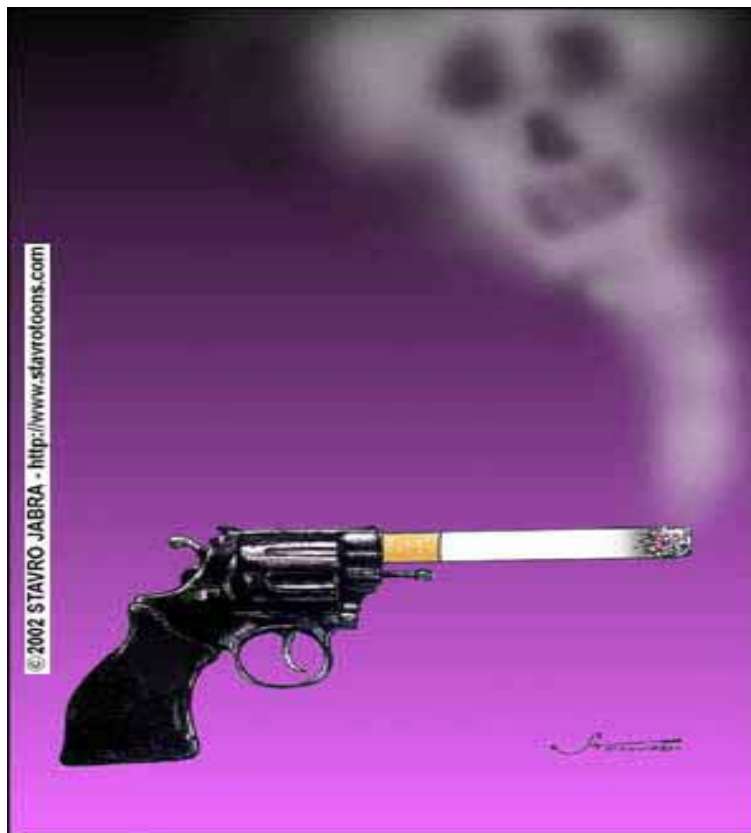
- Secondhand smoke harming kids
- Clean indoor air laws-encourages smokers to quit
- Health harms of secondhand smoke

<http://www.tobaccofreekids.org/research/factsheets/index.php?CategoryID=19>

Special Populations from Campaign for Tobacco-Free Kids

Eight Fact Sheets in Spanish

<http://www.tobaccofreekids.org/research/factsheets/index.php?CategoryID=17>



Copyright by Stavro

Websites


The following websites are available for information about secondhand smoke. The sites contain facts, myths, curriculum, activities and much more. DPI is not responsible for the content of other sites, nor should links to other sites be inferred as an endorsement of those sites.



| | |
|---|---|
| <p>No matter who you are, We can help.</p> | <p>American Cancer Society</p> <p>http://www.cancer.org/docroot/home/index.asp</p> |
|  | <p>Our mission is to reduce disability and death from cardiovascular disease and stroke. That single purpose drives all we do.</p> <p>The American Heart Association site contains facts, activities and much more on secondhand smoke.</p> <p>http://www.americanheart.org/presenter.jhtml?identifier=1200000</p> |
|  | <p>Improving Life, One Breath at a Time</p> <p>http://www.lungusa.org/tobacco/</p> |
|  | <p>Americans for Nonsmokers' Rights is the only national lobbying organization dedicated to nonsmokers' rights, taking on the tobacco industry at all levels of government to protect nonsmokers from secondhand smoke and youth from tobacco addiction. ANR pursues an action-oriented program of policy and legislation.</p> <p>The American Nonsmokers' Rights Foundation, an educational nonprofit organization, creates comprehensive programs for school-age youth on issues of smoking prevention and their right to breathe smoke-free air. We also provide educational materials to aid adults in their quest for a smoke-free environment.</p> <p>http://www.no-smoke.org/</p> |
|  | <p>Action on Smoking and Health...Everything For Everybody Concerned About Smoking and Protecting the Rights of Nonsmokers.</p> <p>www.ash.org/teens.html</p> |
| <p>Bad Advertising Institute</p> | <p>Where a Picture is worth a thousands lives....</p> <p>www.badvertising.org</p> |

| | |
|---|---|
|  | <p>The Thomas T. Melvin Program began in 1997 by a mandate from the Wisconsin State Legislature. It was named the “B-FREE from Tobacco” campaign and works to keep youth from starting to smoke and being manipulated by the media and the tobacco companies.</p> <p>http://www.be-free.org</p> |
|  | <p>Campaign for Tobacco-Free Kids</p> <p>http://www.tobaccofreekids.org/</p> |
|  | <p>The Office on Smoking and Health (OSH) is a division within the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), which is one of the centers within the Centers for Disease Control and Prevention (CDC).</p> <p>OSH is responsible for leading and coordinating strategic efforts aimed at preventing tobacco use among youth, promoting smoking cessation among youth and adults, protecting nonsmokers from environmental tobacco smoke (ETS), and eliminating tobacco-related health disparities.</p> <p>http://www.cdc.gov/tobacco/</p> |
| <p>Children Opposed to Smoking Tobacco</p> | <p>Provides activities to help teachers/group leaders explain to children how dangerous tobacco use is.</p> <p>http://www.costkids.org/getinvolved/classroomactivities/activities.htm</p> |
|  | <p>Did you know that smoking kills more than 400,000 Americans each year—more than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents, fires, and AIDS combined? These reasons, and many more, are why Strive Media Institute, in partnership with the City of Milwaukee Health Department, the American Cancer Society, MPS Drug Free Schools and Gumbo Magazine will run the Crossing Out Smoking campaign. This campaign will help dispel some of the widespread myths.</p> <p>http://www.crossingout.com</p> |

| | |
|---|---|
|  | <p>US Environmental Protection Agency Protecting Human Health, safeguarding the natural environment.</p> <p>http://www.epa.gov/</p> |
|  |  <p>FIGHT WITH FACT reverse the trend</p> <p>Find out more...FACT-The Only Site You Need In the Fight Against Big Tobacco!</p> <p>http://www.fightwithfact.com</p> |
| <p>Get Outraged</p> | <p>Secondhand smoke is the third leading cause of preventable death behind active smoking and alcohol abuse. Get Outraged!</p> <p>http://www.getoutraged.com</p> |
|  | <p><i>Get Real About Tobacco....</i> We at C.H.E.F.® don't want young people to start using tobacco, and if they are using it, we want them to quit. That's why we developed <i>Get Real about Tobacco</i>, a research-based K-12 tobacco-prevention program.</p> <p>http://www.chef.org/prevention/tobacco.php</p> |
| <p>GROWING UP IN SMOKE</p> | <p>Secondhand smoke is a combination of: mainstream smoke, which is the smoke inhaled and then breathed out, and side-stream smoke, which is the smoke coming from the cigarette between puffs.</p> <p>http://smoke-free.eire.org/secondhand.htm</p> |
|  | <p>It's Everyone's right to breathe clean indoor air! Find out what you can do! Contains information on smoke free dining, secondhand smoke, quit line info and much more. A "Secondhand Smoke Action Kit" was recently produced so individuals can take action to promote their right to breathe clean indoor air. The kit was developed to help Wisconsinites educate themselves and others about the dangers of secondhand smoke and the benefits of smoke-free environments. The kits are a catalyst for individual action, and offer a vehicle for taking a stand against secondhand smoke.</p> <p>http://www.hadenoughwisconsin.com</p> |

| | |
|---|---|
|  | <p>Meet Joe Chemo, a camel who wishes he'd never smoked cigarettes. Joe is having trouble feeling COOL these days, now that he's lost most of his hair. Worst of all, Joe just realized that he's been MaNiPuLaTeD all his life by tobacco companies. Poor guy -- his Tobacco IQ never was very high.</p> <p>http://www.joechemo.org</p> |
|  | <p>The National Cancer Institute (NCI) is a component of the National Institutes of Health (NIH), one of eight agencies that compose the Public Health Service (PHS) in the Department of Health and Human Services (DHHS). The NCI is the Federal Government's principal agency for cancer research and training.</p> <p>http://www.ansrmn.org/secondhand_smoke%20resources.htm</p> |
| <h2>Smokefree Kids</h2> | <p>No Smoke is now available FREE for individual use, or for organizations wishing to evaluate the program.</p> <p>http://www.smokefreekids.com</p> |
|  | <p><i>Preserving the right to live and breathe tobacco free</i></p> <p>SmokeFree Wisconsin was created in 2000, on the momentum of the strong, statewide partnerships that came together to achieve the successes of the Wisconsin Smokeless States Project. While SmokeFree Wisconsin is formally a new organization, it brings together the established strengths of Wisconsin's powerful tobacco control community, the TRUST Campaign (<i>Tobacco Reduction Using the Settlement</i>), and the longstanding support of the Robert Wood Johnson Foundation.</p> <p>http://www.smokefreewi.org/index.html</p> |
|  | <p>Win the right to breathe smoke-free air. Facilitate communication between smoke-free advocates and key decision makers (KDMs). Share information about the tobacco cartel. Provide an integrated login for various websites.</p> <p>http://www.smokescreen.org/</p> |
|  | <p>Secondhand smokes most dangerous facts and more.</p> <p>http://www.smokingstinks.org/index.html</p> |

| | |
|---|--|
|  | <p>“Take it Outside!” is a public awareness campaign initiated and funded by the Cook County Department of Public Health through a grant from the Illinois Department of Public Health. Our goal is to encourage Cook County residents to take their smoking outside to protect family members and other loved-ones from the dangers of secondhand smoke.</p> <p>http://www.takeitoutside.org/</p> |
|  | <p>Tobacco Control Resource Center for Wisconsin provides free materials, lending library, secondhand smoke fact sheets, cessation resources and much more.</p> <p>http://www.tobwis.org</p> |
|  | <p>You'll find lots of resources, tools, information, downloadable posters, and graphic pictures on this site. We've put it together to educate you about the dangers of tobacco.</p> <p>http://www.tobaccofacts.org/index.html</p> |
|  | <p>The Tobacco Free Initiative (TFI) is a WHO cabinet project created to focus international attention, resources and action on the global tobacco pandemic that kills 4.9 million people a year.</p> <p>http://www5.who.int/tobacco/page.cfm?pid=43</p> |
|  | <p>Smoke-free tobacco news and information.</p> <p>http://www.tobacco.org/News/97.06_broinnews.html</p> |
|  | <p>Motivating youth to stay tobacco free Empowering smokers to quit successfully</p> <p>http://www.tobaccofree.org/</p> <p>http://www.notobacco.org/</p> |

| | |
|---|--|
|  <p>How Big Tobacco uses and abuses the restaurant industry.</p> | <p>SIMPLY SMOKE FREE WHAT PEOPLE WANT</p> <ol style="list-style-type: none"> 1. People want smoke-free restaurants. 2. Support for any smoke-free measure grows the longer it's in effect. 3. If Big Tobacco tries to upset smoke-free measures, voters defend them. <p>http://www.tobaccoscam.ucsf.edu/Secondhand/index.cfm</p> |
|  | <p>Pulling back the curtain. Whipping open the file cabinets. Shining the light in the dark corners. Asking questions. Looking for answers. Spreading information about tobacco companies and their products. That's truth. Bringing the knowledge. Students Working Against Tobacco -- Defending a generation.</p> <p>http://www.wholetruth.com</p> |
|  | <p>Although smokers have the right to shorten their own lives, do they have the right to shorten the lives of those around them? Secondhand smoke is a proven killer of unborn babies, children, loved ones and even pets.</p> <p>http://www.whyquit.com/whyquit/LinksETS.html</p> |
|  | <p>Youth no longer have to be shut out. More adults recognize that the long tradition of making decisions for youth without youth has failed. Getting the powers-that-be to take seriously the ideas and solutions offered by the next generation is not as difficult as you might expect.</p> <p>http://www.youthactivism.com/</p> |

Youth Anti-Tobacco COLLABORATIVE

SAN JOSE

A group in San Jose that's trying to let teens know the truth about tobacco use and the tobacco industry. It's called the Youth Anti-Tobacco Collaborative. They also offer programs to help teens quit smoking.

<http://www.notbuyinit.org/>

Youth Media Network



Our mission is to help youth be heard in the mass media, contributing to a culture of free speech and social responsibility.

<http://www.pbs.org/merrow/listenup/>

Teacher Tips - Five Ways to Use the DVD in your classroom

There are a number of ways this DVD could be used in a tobacco education unit or in a media literacy section within language arts. You as the instructor could choose to use the DVD individually with students or you could put this on your network and use it as a class activity. The decision is yours.

The primary Wisconsin Model Academic Standards for Health Education that are covered in this DVD are:

- Students in Wisconsin will understand concepts related to personal health promotion and disease prevention.
- Students in Wisconsin will demonstrate the ability to use goal-setting and decision-making skills to enhance health.
- Students in Wisconsin will demonstrate the ability to access valid health information and services.
- Students in Wisconsin will analyze the impact of culture, media, technology, and other factors on health.
- Students in Wisconsin will demonstrate the ability to use effective interpersonal communication skills to enhance health.

Tobacco Education Ideas: There are a number of ways of approaching the information provided in the DVD. Here are five sample ideas:

- Go through each of the media spots and answer the questions on DVD and then discuss the answers in class.
- Rate the television ads based on their impact for various audiences. How might the following groups rate the national ads? How might they rate the state ads?
 - ~ A group of middle school students watching the ads in class.
 - ~ Families viewing these ads at home.
 - ~ Showing these ads as a movie trailer before a feature film.
 - ~ Viewing these ads during prime time television watching.

What ads would have the greatest impact preventing tobacco use? What ads would have the greatest impact on getting smokers to go to cessation?

What ads would get smokers to go outside when they want to smoke?

- Once the student has determined the targets of each ad in nationally developed ads have the students design a poster that focuses on a target age group and presents an anti-secondhand spit tobacco message.
- After reviewing the samples of cigarette packs from Canada and Europe have the students design their own anti-secondhand smoke warning label with picture using some of the information provided in the fact sheets from the secondhand smoke toolkit.

Language Arts Ideas: You may want to pass this DVD to your language arts teacher to explore the following ideas

- Have the students look at five ads from an hour television program and address the following questions:
 - ~ Who are the targets?
 - ~ Why did they target this age group in relationship to the television program?
 - ~ Do tobacco companies try to get cigarettes on television programs knowing that they cannot advertise?
- If you were an ad designer and you were developing a state ad similar to the section on state developed anti-tobacco ads in the DVD what issue would you focus on to appeal to young people and create a script you would use. (NOTE: If the students or the schools have video equipment they may want to actually produce an ad.)

If you come up with any creative ways in which you have implemented this DVD please send your ideas to Jon Hisgen at jon.hisgen@dpi.state.wi.us. The idea will be forwarded to every lead health teacher in Wisconsin.